Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

        1.-18. (Canceled)

        19.   (Currently amended) The ~~display system~~ communications network of claim 34, wherein the instant messaging content further comprises:

        a personal ID associated with a user of the IM application.

        20.-24. (Canceled)

        25.   (Currently amended) The ~~display system~~ communications network of claim 30, wherein the television program is provided ~~to the display system~~ by a VDSL service

        26.   (Currently amended) The ~~display system~~ communications network of claim 30, wherein the television program is provided ~~to the display system~~ by a satellite television service.

        27.   (Currently amended) The ~~display system~~ communications network of claim 30, wherein the television program is provided ~~to the display system~~ by a cable television service.

        28.-29. (Canceled)

        30.   (Previously presented) A communications network having a plurality of interconnected instant messaging (IM) users, comprising:

        a user interface associated with each user, including a display device and plural display windows at the display device, the plural windows for simultaneously displaying multiple content, wherein a first display window is for displaying a broadcast television program

Appl. No. 10/840,026
Amdt. dated March 16, 2009
Amendment under 37 CFR 1.116 Expedited Procedure
Examining Group 2424

PATENT

for that user, wherein a second display window is for displaying IM content including IM messages created by the IM users, and wherein at least some of the IM content includes a program ID identifying the television program being displayed to users creating the IM messages;

an IM server operated by an IM service provider for receiving, displaying and sending IM messages among the users, the IM server also managing personal profile data entered by the users;

a survey database connected to the IM server for receiving and storing data relating to the displayed IM messages; and

a survey server separate from the IM server for receiving from the survey database data relating to IM messages displayed at the user interface, for aggregating IM content, including program IDs and keywords present in the displayed IM messages, and personal profile data of the users associated with the displayed IM messages, and for generating reports so that video programming activity by multiple users may be tracked at the survey server.

31.   (Previously presented) The communications network of claim 30, wherein the user interface further comprises a set top box for providing video signals to the display device.

32.   (Previously presented) The communications network of claim 30, wherein the display device comprises a television.

33.   (Previously presented) The communications network of claim 30, wherein the IM content further comprises a text message.

34.   (Previously presented) The communications network of claim 30, wherein the users are each using an IM application, and wherein the network further comprises:

a set top box for each of the users and for executing the IM application, wherein the set top box receives the broadcast television program and the program ID identifying the television program, wherein the IM application captures the program ID at the set top box so that

Appl. No. 10/840,026
Amdt. dated March 16, 2009
Amendment under 37 CFR 1.116 Expedited Procedure
Examining Group 2424

PATENT

the program ID identifying the broadcast television program being viewed by each user changes when the television program being viewed by that user changes.

35.   (Previously presented) The communications network of claim 30, wherein the display device further includes a set up screen used by each of the users to set up an instant messaging session, and wherein the program ID is entered by the user at the set up screen.

36.   (Previously presented) The communications network of claim 30, wherein the personal profile data of the users is entered at a profile screen, so that the programming activity being tracked can be associated with demographic information of users collected from the personal profile data.